

### LISTING OF CLAIMS

1. (Previously Presented) A computer-implemented method comprising:

accepting, on a computer server system, a set of advertisements from an advertiser, the advertisements being reproducible using an advertisement server;

determining if the advertiser was previously determined to be a trusted advertiser;

submitting, in response to determining that the advertiser was previously determined to be a trusted advertiser, the advertisements in the set of advertisements for review using an automated review process, wherein the automated review process comprises automatically approving or disapproving an advertisement based on the content of the advertisement;

in response to determining that the advertiser was not previously determined to be a trusted advertiser:

selecting a subset of the set of advertisements;

submitting the subset of advertisements to be reviewed to a manual review process for approving or disapproving an advertisement based on the content of the advertisement;

determining a trust score for the advertiser using information based on the manual review of the subset of advertisements, wherein determining the trust score for the advertiser comprises determining a first amount of advertisements in the subset declined for a first reason, determining a second amount of advertisements in the subset declined for a second reason, applying a first weighting factor to the first amount of advertisements to generate a first trust score component, applying a second weighting factor to the second amount of advertisements to generate a second trust score component, and generating the trust score based on the first trust score component and the second trust score component;

if the trust score is greater than or equal to a threshold trust score:

submitting the advertisements in the set of advertisements not in the selected subset for review using the automated review process; and

if the trust score is less than the threshold trust score:

submitting the advertisements in the set of advertisements not in the selected subset to be reviewed using the manual review process and allowing approved advertisements from the set of advertisements to be served by the advertisement server; and

automatically transferring approved advertisements of the set to the advertisement server if the trust score indicates that the advertiser is a trusted advertiser.

2-3. (Cancelled)

4. (Previously Presented) The computer-implemented method of claim 1 wherein the trust score indicates a degree of distrust.

5. (Previously Presented) The computer-implemented method of claim 1 wherein the first amount of advertisements comprises a percentage of advertisements in the subset declined for the first reason.

6. (Cancelled)

7. (Previously Presented) The computer-implemented method of claim 1 wherein the set of advertisements comprises Web advertisements.

8. (Previously Presented) The computer-implemented method of claim 1 further comprising:  
automatically screening the approved advertisements for preselected words or phrases.

9. (Previously Presented) The computer-implemented method of claim 8 wherein at least one of the preselected words is a URL.

10-14. (Cancelled)

15. (Previously Presented) A computer-implemented method of ad approval comprising:

selecting a subset of a first group of advertisements provided by a trusted advertiser, the advertisements being reproducible using an advertisement server;

accepting a determination of advertisements in the subset that are disapproved;

determining a trust score using information concerning disapproved advertisements in the subset, approved advertisements in the subset, and reasons for any disapprovals; and

pulling from circulation, on the advertisement server, at least one advertisement in a second group of advertisements received from the trusted advertiser if the trust score indicates that the trusted advertiser is no longer a trusted advertiser.

16. (Previously Presented) The computer-implemented method of claim 15 wherein the determination of advertisements in the subset that are disapproved is accepted from a manual review process.

17-32. (Cancelled)

33. (Previously Presented) A computer comprising:

a processor; and

computer program instructions on a computer readable medium that when executed on the processor cause the processor to perform operations comprising:

accepting a set of advertisements from an advertiser, the advertisements being reproducible using an advertisement server;

determining if the advertiser was previously determined to be a trusted advertiser;

reviewing, in response to determining that the advertiser was previously determined to be a trusted advertiser, the advertisements in the set of advertisements using an automated review process, wherein the automated review process comprises automatically approving or disapproving an advertisement based on the content of the advertisement;

in response to determining that the advertiser was not previously determined to be a trusted advertiser:

selecting a subset of the set of advertisements;

submitting the subset of advertisements to be reviewed to a manual review process for approving or disapproving an advertisement based on the content of the advertisement;

determining a trust score for the advertiser using information based on the manual review of the subset of advertisements, wherein determining the trust score for the advertiser comprises determining a first amount of advertisements in the subset declined for a first reason, determining a second amount of advertisements in the subset declined for a second reason, applying a first weighting factor to the first amount of advertisements to generate a first trust score component, applying a second weighting factor to the second amount of advertisements to generate a second trust score component, and generating the trust score based on the first trust score component and the second trust score component;

if the trust score is greater than or equal to a threshold trust score:

reviewing the advertisements in the set of advertisements not in the selected subset using the automated review process;

if the trust score is less than the threshold trust score:

submitting the advertisements in the set of advertisements not in the selected subset for review to manual review process and allowing approved advertisements from the set of advertisements to be served by the advertisement server; and

automatically transferring approved advertisements of the set to the advertisement server if the trust score indicates that the advertiser is a trusted advertiser.

34. (Currently Amended) An apparatus comprising:

a processor configured to:

accept a set of advertisements from an advertiser, the advertisements being reproducible using an advertisement server;

determine if the advertiser is a trusted advertiser;

submit for review, in response to determining that the advertiser is a trusted advertiser, the advertisements in the set of advertisements using an automated review process, wherein the automated review process comprises automatically approving or disapproving an advertisement based on the content of the advertisement;

in response to a determination that the advertiser is not a trusted advertiser:

select a subset of the set of advertisements;

submit the subset of advertisements to be reviewed to a manual review process for approving or disapproving an advertisement based on the content of the advertisement;

determine a trust score for the advertiser using information based on the manual review of the subset of advertisements, wherein determining the trust score for the advertiser comprises determining a first amount of advertisements in the subset declined for a first reason, determining a second amount of advertisements in the subset declined for a second reason, applying a first weighting factor to the first amount of advertisements to generate a first trust score component, applying a second weighting factor to the second amount of advertisements to generate a second trust score component, and generating the trust score based on the first trust score component and the second trust score component;

if the trust score is greater than or equal to a threshold trust score:

review the advertisements in the set of advertisements not in the selected subset using the automated review process; and

if the trust score is less than the threshold trust score:

review the advertisements in the set of advertisements not in the selected subset using the manual review process and allow approved advertisements from the set of advertisements to be served by the advertisement server; and

means for automatically transferring approved advertisements of the set to the advertisement server if the trust score indicates that the advertiser is a trusted advertiser.

35. (Previously Presented) The method of claim 1 wherein accepting the set of advertisements from the advertiser includes receiving advertisements from a syndication system that is configured to aggregate and collect advertisements from third parties that submit third party advertisements to the syndication system for placement on a web page of a content publisher.

36. (Previously Presented) The method of claim 1 wherein accepting the set of advertisements from the advertiser includes receiving the advertisements directly from a system of an organization that produced the advertisement.

37. (Previously Presented) The method of claim 1 wherein automatically transferring approved advertisements of the set includes designating the approved advertisement for placement in an advertisement syndication network.